

Markets and Marketing

BY

D. Tullerman.

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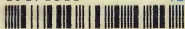
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Sir

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to

FRANCIS KNOLLYS.

D. Tallerman, Esq.,

187, King's Road, N.W.

# D. TALLERMAN, K.F.J.

EXPERT IN DISTRIBUTION.

## RECORD OF A COMMERCIAL LIFE.

- 1832. Born in London.
- 1851. Exhibitor, Hyde Park (commended by Jury).
- 1852. Student, Commercial Life in America.
- 1854. Trader, Goldfields, Victoria.
- 1860. Traveller, Australasian Colonies.
- 1868. Pioneer, Australian Meat Trade.
- 1868. Founder, Penny Dinners.
- 1869. Founder, Restaurants Popular Prices.
- 1869. Received by H.I.M. The Emperor Napoleon.
- 1873. Received by H.I. & A.M. The Emperor of Austria.
- 1873. Created Knight of the Imperial Order Francis Joseph.
- 1878. Founder, Cold Storage in United Kingdom.
- 1880. Founder, The Agricultural and Industrial Union.
- 1883. Demonstrator, Illusions relating to Frozen Meats.
- 1884. Founder, Provincial Trade for Australian Meats.
- 1886. Manager, Colonial Market, South Kensington.
- 1888. Lecturer, Science of Food Distribution.
- 1890. Founder, Commercial Development of Ireland's Resources.
- 1894. Professor, Commercial Laws of Labour.
- 1897. Founder, Improvements for Millwall Dock Traffic.
- 1898. Founder, Imperial Market and Stores.

### Works by D. TALLERMAN.

- "Farm Produce Realization."
- "Wastes in Agriculture."
- "Ireland's Resources."
- "Co-operative Production."
- "The Science of Fruit Distribution."
- "How to make Fish Cheaper."
- "Available Food for the People."
- "Eggs—their Collection and Sale."
- "From Farm to Kitchen through the Pulpit."
- "Foreign Competition—How to Defeat it."
- "Markets and Marketing," &c., &c.

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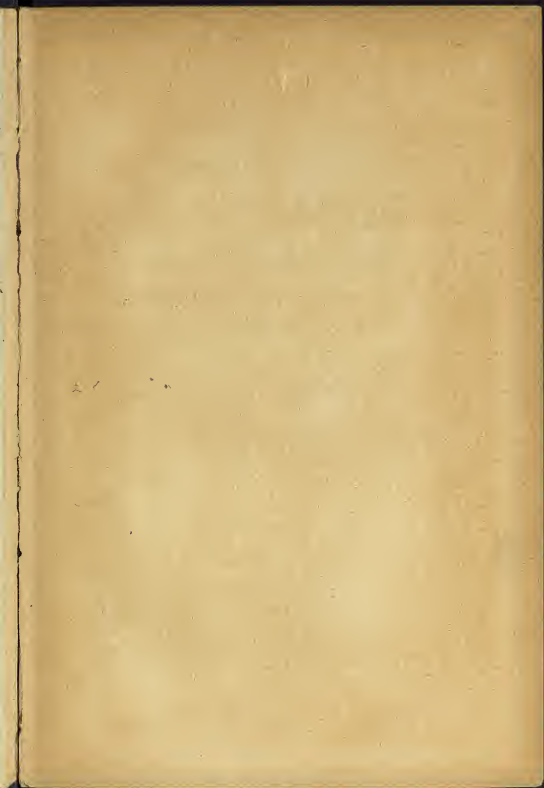
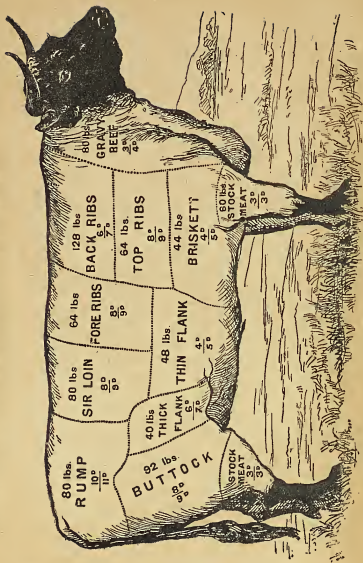


Diagram of a bullock dressing to 800 lbs. in weight, showing the average weight of each portion of the carcass, with the relative wholesale values, at the wholesale market price of 4s. per stone, or 6d. per lb. and the relative retail values of the saleable portions, to allow a Butcher one penny per pound as a profit on their sale.



To Sir Walter Gibbey Bart - with the  
Author's Compliments and  
good wishes

9/7/1901

*Tallerman*

MARKETS  
AND  
MARKETING:

A SEQUEL  
TO  
FARM PRODUCE REALIZATION.

BY  
D. TALLERMAN, K.F.J.

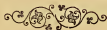
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- " Foreign Competition—How to Defeat it," &c., &c.





## PREFACE.

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THE contents of the following pages indicate the measures and methods by which Home Farmers may realise substantial profits from their produce, and attain a position that will permanently secure them satisfactory remuneration for their exertions.

Our Agricultural Classes need to take advantage of the facilities attaching to the situation they occupy in proximity to the centres of consumption that permeate the country.

At the same time our Industrial Classes should recognise the desirability of considering "Quality" and "Nutritive Value" in determining the relative Cheapness of Foods, and thereby become alive to the illusion that the loaf containing 42 per cent. of water and made from Foreign-grown flour, because a trifle less in price, is cheaper than the loaf which contains but 32 per cent. of water owing to its being made from Home-grown flour.

Commercial intelligence will enlighten our Farmers as to the true position they occupy, and enable them to successfully contend against their

Foreign rivals, it will also impress upon them the remarkable fact that the greater the quantity of Foreign wheats imported the higher the price that Home-grown wheats should attain, because while the flours from Home-grown wheats alone furnish the finest bread, good bread cannot be made from the flour of Foreign wheats alone, but absolutely require a quantity of Home-grown wheats to be blended with them, hence the greater the imports of Foreign the larger becomes the demand for Home-grown wheat.

By commercial intelligence our Agricultural Classes will become acquainted with the great value of Organisation, Combination and Co-operation, in the sale of all products.

I have endeavoured to devise the means by which such knowledge may be generally attained.

D. TALLERMAN.

187, King's Road, N.W.

May 17th, 1899.



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THE FOUNDATION OF NATIONAL WEALTH,  
By D. TALLERMAN, K.F.J.

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MARKETS  
AND  
MARKETING.

*For Organising the Commercial Development  
of the Resources of the Empire.*

---

Descriptive Statement of the Improved Systems  
for receiving, preparing and disposing of Home-  
Grown and Colonial Products, to be carried out  
at the Imperial Markets and Stores for the  
benefit of Producers and Consumers.

---

The increasing importation of foreign produce  
to the detriment of Home Agriculture requires  
that provision be made for the establishment and  
development of a system for the Co-operative

realisation of Home and Colonial Farm Produce that will prove most beneficial to all British and Irish farmers.

As an illustration of the proposed system, particulars are adduced of the courses of procedure to be followed with different commodities of Home and Colonial production, that will go very far towards the establishment of public opinion in favour of the proposed Markets and Stores.

The foundation of such a system, consists in the preparation of all products in the forms that best meet the requirements of different classes of consumers, thereby dispensing with the numerous middlemen, who absorb an undue proportion of the prices paid by the public for the foods they purchase.

The reception of produce in large or small quantities by an efficiently organised Company, who would prepare the different commodities for sale in a realisable form, at a fixed scale of consolidated charges, must prove highly beneficial to producers, by reason of its furnishing them with the maximum measure of advantage, at a minimum cost. The results derivable from such a course of procedure would enable British and Irish farmers to successfully compete with foreign importations and small allotment owners to ensure a profitable sale of their products.

At the same time Colonial Producers in all parts of the empire would acquire the advantageous position of having their varied products dealt with in a manner that would enable them to be distributed for sale to the public under conditions that would establish their genuine character, ensure the effective realisation of their proper value, and supersede the inner workings of the "Trade," from whose treatment colonial producers have hitherto seriously suffered.

---

## HOME-GROWN PRODUCE.

### FRESH MEAT.

*From animals slaughtered in the districts  
where fattened.*

The meats and offals will be disposed of in the following manner :—

The roastings and prime cuts, will be sold at current market prices to retail butchers, stores, or other buyers in London and at the centres of consumption in the inland and sea-side districts, to whom they will be delivered carriage paid direct from the abattoir.

The boiling joints and coarse meats, will be sent to the Company's Central Steam Kitchen at

the Millwall Dock, London, E., to be prepared in the following forms, viz. :—

1. Briskets, as boiled corned beef.
2. Buttocks, as boiled beef hams.
3. Flanks, as glazed pressed beef.
4. Necks, legs, shins and heads, as sausage meats and brawns.
5. Tongues cured and rolled for table use.
6. Tails and feet, as soups and jellies.
7. Hearts, sweetbreads, brains and palates dressed for direct cooking.
8. Tripe, dressed and pickled.
9. Livers and lights dressed for cooking.
10. Bones, digested to extract their fats and gelatines.
11. Fats, as sweet pastry fat for cooking.

The different portions, after being prepared in the various forms that they are best adapted for, will be packed for sale so as to meet the requirements of the customers of each class of traders and sold to boiled beef and ham dealers, hotels, restaurants, provision merchants, grocers, &c. The consolidated charge for this service has been fixed at one penny per pound.

The manufacturing offals will be treated at the local abattoirs in the particular manners that



are requisite to increase their commercial values as under :—

12. The bone residue will be ground for animal and bird foods and manures.
13. The serum of the blood will be separated from the clot and converted respectively to albumen and manures.
14. The entrails will be cleaned for bladder dryers, sausage skin dealers and machine cord spinners.
15. The shank bones will be boiled, the oil extracted and sawn into sizes for knife and brush handle makers.
16. The teeth will be prepared for ivory turners.
17. The horns sorted for polishers and comb makers.
18. The hair washed for felt makers and plasterers.
19. The hoofs sorted for glue makers.
20. The hides prepared for tanners.
21. The skins fellingmongered, their wools washed and sorted, and pelts prepared and dried that they may be tanned, dressed or curried.
22. The waste grease and rough fat will be prepared for soap and grease makers.

The whole of the operations named, may be performed by the unskilled labour available in agricultural districts.

The carcases of sheep and pigs will be dealt with in a somewhat similar manner.

The average aggregate increase of the receipts for a good full weighted bullock, from the sources referred to, coupled with the savings and expenses named, will be shown to range from four to six pounds, and ten shillings for a full woolled sheep or heavy pig, which it will be seen are net sums added to the farmers' profits.

The prime parts being thus disposed of at current market values, and the coarser parts being taken into account at their current value, the owner will immediately receive more money under the Company's system than would be otherwise obtainable ; but the matter would not rest at this stage, because the meats and offals will be dealt with so as to increase their commercial value, by which means higher prices will be realised from which the working charges and expenses will be deducted, the balance being pooled and divided at the end of each quarter upon a proportionate basis between the several parties who have contributed the live stock for sale, thus for the first time creating a national system of co-operation

between producers in connection with the sale of their products.

### PIGS, HAMS AND BACON.

The Company will afford material advantages to the pig breeders of the Eastern Counties and of Ireland by the establishment of a bacon factory at their premises in the Millwall Dock, with cold storage chambers, smoke houses, plant for refining lard, and the whole of the appliances necessary to treat from 1,000 to 1,500 pigs weekly. At present, although London contains upwards of 50 smoke houses where Foreign salted pork can be dried, smoked and turned out as fresh bacon, the Metropolis does not contain a single factory where Home-bred pigs can be slaughtered and converted into bacon, hams and lard.

The premises being in direct railway communication with the Eastern Counties which can furnish 500,000 bacon pigs annually if necessary, and also readily approached by water from Ireland that at present annually exports about 500,000 pigs to England, a large supply of suitable animals may be relied upon.

By the slaughter of pigs at London a profitable outlet is ensured for the bye-products—as the head, heart, liver, fat and other portions of a good sized bacon pig will realise about 8s. there as

against 4s. elsewhere, while reliable bacon from Home-bred pigs will at all times command a ready sale and a much higher price in the Metropolis and Provinces.

### WHEAT.

The proposed system for the sale of wheat has been under the consideration of the practical operative bakers of the United Kingdom (6,000) for several years, who have approved of it and registered a society to carry it out upon a commercial scale in which they have been assured of the assistance of the London Trades' Council.

Flour from Home-grown wheat furnishes the finest and most nutritive bread. The reception of wheat from Home farmers upon an advance of current value and its being ground by local millers upon the old stone grinding mills will provide a remarkably fine flour and locally a quantity of cattle food of good value, while the supply of ovens by the Company, to be jointly worked by master and operative bakers, upon the basis of one penny per loaf, being deducted from the price paid by the public for bread, will provide:—

- 1st. Rent for ovens and premises,
- 2nd. Wages for operative bakers,
- 3rd. Supervision and sale by master bakers,
- 4th. Fuel, sundries and delivery,

each of the parties concerned being thus furnished with better remuneration than they at present obtain, while the public would be supplied with a much better bread than that now procurable at the same price; as a consequential result of the course of procedure indicated, the demand for Home labour would be increased and Farmers would receive from 7s. 6d. to 10s. more per quarter for wheat than the current market rates.

#### WHEAT AS FLOUR.

The supply of pure flour from Home-grown wheat in small bags for family use would lead to a special demand for it for domestic purposes and therefore lead to improved values.

#### WHEAT AND MILK.

A further direction that Home-grown wheat could be dealt with is the manufacture of bread with skimmed or separated milk, for it is beyond question that whole meal properly ground and blended with separated milk, yields the most nutritive and palatable bread at a very small cost; the production of such a bread in local bakeries to be provided by the Company would prove a great boon to producers, distributors and consumers.

## NEW LAID EGGS AND FRESH EGGS.

The payment of more than four and a half million pounds sterling annually to Foreign Countries for eggs, the greater portion of which are more or less stale, is a most deplorable condition to have reached, and an unaccountable one to remain in, bearing in mind the fact that eggs possess their highest value while in the condition of being classed as new laid, that new laid eggs are scarcely obtainable in London or other large centres of consumption, and that the geographical position occupied by Home egg producers is such that if the traffic were once organised it would be impossible for any foreign country to compete upon equal terms with our own farmers and poultry owners in the supply of reliable fresh eggs to the public. It is self evident that this important subject has not received the adequate consideration it is entitled to.

An organised system for the daily collection of eggs has been formulated and will be placed in active operation by a Company in connection with the Imperial Markets and Stores, when by means of a practical course of procedure poultry owners will be in a position to realise their eggs while new laid and of the highest value. The simplicity and effective character of the

system has been successfully tested by a month's working between a distant port on the west of Ireland and London, the results making it quite clear that an enormous trade may be developed between all the remote parts of the United Kingdom and London, or other centres of consumption and the enormous importation of foreign eggs largely superseded.

#### HOME-GROWN POULTRY.

The development of Home Poultry Production, may be ensured upon a wide scale, by the organisation of a system that will permit of birds of all classes being acquired from breeders, and systematically fattened by experts at local establishments, effectively managed and provided with the requisite facilities for killing and dressing the birds for sale and conduct of the Trade, the classification by experts of poultry for sale by weight and condition will prove profitable to owners and satisfactory to buyers.

#### HOME-BRED GAME.

Game preservers are well aware that at the present time they do not receive from game-dealers an adequate portion of the prices paid by the public for game ; the Company, not being

dealers and having a *clientele* that control an enormous number of Home Consumers, will be in a position to ensure better returns. The facilities to be afforded by the Company's Refrigerating Chambers, Steam Kitchen and Preserving Factory all lend themselves to the procurement of improved returns for owners.

### CREAMERIES AND CHEESE FACTORIES.

To ensure a supply of best quality butter and cheese, for the Imperial Stores the Company will undertake to provide all the plant, machinery, appliances and buildings requisite for Creameries and Cheese Factories, where the farmers of remote districts who possess a sufficient number of cows will combine together, and with the Company, for the better utilisation of their produce, the conditional arrangements will be quite of a mutual character, the farmers participating in the local management without providing capital, but supplying their milk at a fixed price payable on delivery, with a participation in the profits. The Company furnishing the plant, machinery and premises, being paid a fixed sum per pound on the butter and cheese made, and a portion of the ultimate profits.



## VEGETABLES, HERBS AND SALADS.

The Company will materially assist in the development of market gardening in country districts, by arranging for the daily collection and transport of vegetables, herbs and salads, either fresh for prompt consumption, dried for export, or in brine in casks for pickling and subsequent packing for Home Consumption and Exportation. Growers will be provided with baskets, boxes, cases, casks, sacks, bags, jars, bottles, tins, and other appliances that may be requisite to pack their produce for transport.

At the present time vegetables for pickling are brought over from Holland and other Continental districts in brine, which could be grown at Home and made to furnish profitable remuneration especially to owners of small allotments, if the facilities for their collection, preparation and sale, were organised and made available. This department of the Stores will be conducted with special attention to the minor details, in order to develop the traffic and make it profitable.

## POTATOES.

The Company will provide bags and arrange for potatoes to be collected, assorted on the fields

where grown, and after being properly classified for sale to be packed in  $\frac{1}{2}$  cwt. and 1 cwt. bags readily available for distribution and direct delivery to Consumers and Traders, the great saving of labour and expense by such a method being adopted locally, instead of in town, would amount to a considerable sum, which constitutes an increased profit for the producer.

#### BRITISH AND IRISH OATS.

The site and railway connections of the Imperial Markets and Stores, provide an advantage in the distribution of bulky commodities such as oats, seeds, grain, roots, &c., that lends itself to the avoidance of expense, and leads to the creation of profits; classification and direct delivery will enable full value to be obtained for produce while the minimum expenditure for transport is incurred.

#### HAY.

An enormous quantity of hay is grown in the West Coast Counties of Ireland, for which a more remunerative market can be provided than has hitherto been available. The cost of the transit of hay depends upon the manner in which it is packed, the difference between power-packed and hand-packed hay being over 20s. per

ton. The Company will provide Travelling Power Presses, that may be drawn to the side of any hay-stack so as to enable the hay to be as densely compressed as the large quantity of foreign hay at present imported to London.

The Cattle Boats to be engaged in bringing live stock from West Coast Ports of Ireland, will be available for the carriage of hay to London at a moderate freight rate, and thus open up a beneficial market for an Irish product that does not now reach it.

#### HOME-GROWN FRUITS.

By the systematic collection and packing of fruits at Home orchards they can be made to realise better prices, be more readily distributable at cheaper cost and brought within reach of districts where but little fruits are grown or obtainable. In seasons when large quantities of fruits are available they realise but little money on account of their perishable nature.

The extensive cooling chambers to be erected by the Company will enable fruits to be received for storage and kept in good condition for a considerable time, until any temporary glut has gone into consumption; gluts in particular fruits are of a special character and never last more than a few days.

It often happens when fruits are plentiful that their owner does not realise sufficient to pay costs of gathering, transit to London, and sale.

The Company will be in a position to arrange with fruit growers to collect, transmit and realise their fruits on joint account, receiving in lieu of a fixed commission and separate charges an agreed proportion of the amount realised to cover all costs of transport, sale and delivery.

Upon such a basis fruit growers would ensure the receipt of at least one-half of the gross proceeds of their fruits in any event, while the Company would command special rates.

#### FRESH FRUITS AND CANE SUGARS.

A remarkable result is obtainable by the systematic treatment of fruit with cane sugars and their conversion into jams. A large quantity of fruits in every orchard, from its appearance and other causes, have but small commercial values, their presence tending to depreciate the character of the parcel, in fact their withdrawal from the bulk creates a special value for the selected portion.

If the second or third selections as collected, are promptly boiled up with cane sugar, they will furnish a finely flavoured jam, by reason of the fruit having been dealt with at the orchard

immediately it was gathered and while it possessed its luscious natural flavour, which the jam would retain.

The great benefit that fruit growers would derive from this methodical treatment may be understood from the statement that one ton of fruit worth £8, and one ton of refined cane sugar worth £15, will yield about two tons of jam worth about £28 per ton, or two commodities valued at £23 while separate, by their combination may be brought to the value of £56, showing an increased profit to owners of £33.

However, the benefit does not stop at this point, for the fruits which before were readily perishable have by the manipulation been transferred into a condition that will enable them to keep for a length of time, while by being packed in bulk in uniform packages and warehoused, warrants representing them may be issued by the Company, which would thus furnish Banking securities, for a sum beyond the value of the fruit and sugar separately.

It is intended that this operation shall be carried out by the Company, who will supply a number of jacketed pans upon railway trucks with a portable boiler to provide steam. They would thus form a readily available jam factory, that could be taken to the neighbourhood of any

orchard by rail, where the fruit may be dealt with as gathered.

The Company propose to undertake the gathering of the fruit, the supply of the sugar, jacketed pans, boilers, casks and trade appliances, also conduct the financial arrangements in connection with the subject, receiving in return its commission and charges and a bonus for its services.

It will be found that by such a methodical system of preparation and sale the Home fruit grower may be brought into direct communication with the West Indian, Mauritius and Australian sugar planter, all of whom will derive substantial benefit at the same time, by their products being systematically dealt with and sold.

#### FRESH FISH AND CURED FISH.

The Stores will receive fish from all the Coastal Ports of the United Kingdom, special arrangements being made for its collection, classification, packing, transport, sale and delivery.

The Company's system will enable fish to be cured and packed on the Coasts while fresh, and deliveries of fresh fish made to all parts of the United Kingdom where railway communication exists.

A branch of the fish business to be conducted at the Stores will be the dressing and cooking

of fish at the great steam kitchen, and its delivery ready for serving on table at a moderate price, a procedure which it is believed will prove a great boon to many private families.



## COLONIAL PRODUCE.



### AUSTRALIAN AND NEW ZEALAND REFRIGERATED MEATS.

The Meats received from the Colonies will be realised in a special manner, the carcasses and quarters of both mutton and beef being cut up into roasting joints and disposed of to trade buyers, the boiling joints and trimmings being prepared for sale by grocers and provision merchants in various forms that will enable a considerably increased price to be realised for them.

Hitherto the carcasses of frozen or refrigerated mutton and quarters of beef, imported from Australia, New Zealand, and other places, have been disposed of whole, as landed, in which

form their sale has been confined to those Retail Traders, who are provided with facilities for cutting them up to suit the requirements of consumers, and as a consequence the portions of each carcass or quarter which was not saleable in the particular locality in the condition that it was received, became largely reduced in commercial value, thereby materially affecting the aggregate sum realised for the whole carcass or quarter and diminishing their wholesale price, in addition to which the meats have been subject to considerable damage in transit from bruises and other causes, which have materially depreciated their value.

All meats to be received at the Imperial Stores will be dealt with in such a manner as will minimise the loss consequent upon the damage referred to, owing to every part of the carcasses of mutton or quarters of beef being treated by such methods that the particular joints of each carcass or quarter that are now of comparatively little commercial value to most Butchers and Retail Traders being prepared, packed and forwarded for distribution and sale by the Retail Traders of localities where they will meet the particular requirements of local consumers, when by being in a condition that they may be easily prepared for consumption and also readily sale-



able in small quantities by Butchers, Grocers, Provision Merchants, Co-operative Stores, and other Retail Traders in all parts of the United Kingdom, the carcasses of mutton or quarters of beef will thus realise considerably higher aggregate sums than at present, and a large quantity of really good foods become available for the public at a moderate price.

The prepared meats may be used for making beef or mutton teas and essence of beef or mutton, or gravies, soups, broths, or by the addition of specific dried cereals or vegetables with condiments, will furnish stews, broths, pies, puddings, patties, hashes, fritters, rissoles, croquettes, cakes, sausages, collops, and other appetising dishes.

The bones from which the meat has been removed by being placed in a steam-tight digester, and subjected to the heat and pressure of the steam, will yield their organic and mineral constituents in a consumable condition, the former being divided into dripping or cooking fat and albuminous essence of meats, both of which become available as nutritive and palatable edible food products that may be used either in a plain or prepared form for ordinary cooking purposes, or as a food for invalids, while the mineral portion of the bone attains a friable condition and may be readily ground into a meal useful for

cattle or poultry foods, or as a manure for flowers and garden purposes.

The different joints of beef, mutton, or other meats, will be prepared by a variety of methods so that they may be more advantageously utilised by consumers, for instance, the blade bone of a shoulder of mutton creates a general difficulty to its being carved in a presentable manner, thereby reducing the demand for that particular joint and affecting its selling value to the extent of from one penny to twopence per pound.

To remedy this defect and thereby create an increased demand for this particular portion of the carcass, the blade bone will be removed and the shoulder so prepared that it will form a complete joint ready to be placed in an oven and cooked without any further preparation, the shoulder thus prepared being designated "Mutton Duck."

To facilitate the distribution of the mutton ducks and meat cakes in a cooked form and their delivery to consumers hot, arrangements will be made to despatch them to bakers in the immediate vicinity of factories to be cooked ready for the workers' dinner hour, also to place gas stoves, hot water baths, and other appliances for cooking at factories, industrial dwellings, and similar establishments, which may be filled with vessels containing meals that may be simultaneously

and automatically cooked so as to be ready for delivery to applicants at any given time that may be desired, thereby providing all classes with a variety of most substantial meals at a minimum cost, and creating a demand for an enormous quantity of meat at a fair price.

The loins and best end of the necks of mutton will be immersed in a mild sweet brine and converted into chops and cutlets, which, when prepared and smoked in the ordinary manner of hams, bacon, &c., will keep fresh for two weeks and when required will furnish savoury and appetising breakfast or luncheons of considerable nutritive value at a very moderate cost.

The whole necks of mutton may be divided and placed in baking dishes in a steam-tight digester to be cooked, by which means the meat by being subjected to steam pressure will be cooked and at the same time acquire a delicious flavour by reason of the gelatinous constituents of the bones being converted into juices that the flesh has absorbed.

Shoulders of mutton will also be prepared by immersion in a sweet spiced brine and then smoked, when they will furnish a delicious mutton ham which may be boiled whole or cut up into thin slices and fried, steamed, stewed, or otherwise cooked.

The large joints of roasting beef will be subjected to steam pressure in a closed digester in order to partially cook them by means of the steam generated by their own juices and then placed in a hot oven for their cooking to be completed, when they will be readily saleable as a baked or roasted joint ready for consumption.

To facilitate direct communication between the meat Producers of Australia and New Zealand with Home Traders and Consumers, addressed labels will be sent to Colonial Shippers to be attached to the carcasses of sheep before shipment, such labels containing spaces wherein the names of the shipper, weight, quality and character of the sheep may be inserted, together with its price at port of shipment or port of arrival with freight and charges added.

Upon arrival of the vessel the carcasses will be landed from the ship and taken charge of by the Company, who, if required, will have them cut up into two legs of mutton, two shoulders of mutton, two loins and sundry small pieces, weighing each of the legs, shoulders and loins separately, and packing them separately or together in bags, baskets or boxes, and attaching to each package a statement containing the general description, weight and proportionate price of each particular joint, also a label to contain blank

spaces for the name and address of the local customer to be filled in on the one side, the name, address and particulars of the shipper, ship and other details being on the other side ; the labels will be fastened to each bag or package by means of a wire and leaden seal to protect the contents from being tampered with in transit.

The small joints and remainder of the carcass will be converted into cutlets and seasoned minced meat, which will be prepared as meat cakes of  $\frac{1}{4}$  lb. and  $\frac{1}{2}$  lb. each, to be packed in 1 lb. boxes.

The whole carcass of each sheep when thus prepared will be packed in a box or basket, which may then be forwarded to its destination for distribution to the respective purchasers ; by this inexpensive method, a few people in any district may unite in the purchase of a single sheep from the sheep farmer in Australia or New Zealand, who, by accumulating a number of such orders, will be able to send his sheep to one of the Freezing Companies to be treated and shipped, on his account, to the Imperial Stores for preparation and delivery to the consumers, who will pay the wholesale price for the sheep, which may be divided amongst themselves without any trouble or difficulty, as the receiver of each joint, package or parcel will know the exact propor-

tionate amount that has to be paid for it, while the delivery being made direct from the Stores' Cold Storage Warehouse, all intermediate expenses and profits are avoided, and, by the course of treatment thus described, the carcass being judiciously thawed, furnishes more palatable meat, the labour operations incidental to this organised system of preparation and distribution forming only a small portion of the increased commercial value given to the carcass by the methodical treatment described, being at the rate of one penny per pound for preparing and cooking the meats, either mutton or beef, and one shilling per sheep for cutting up, weighing, packing and delivering to rail.

The working operations of the Stores will be effectively carried out in all details upon a simple system, at the moderate charge of five per cent. commission on sales effected, the practical working out of which will provide consignors with at least five shillings net more for each sheep, and three pounds sterling more for each carcass of beef than they can possibly obtain by any other method of realisation.

#### COLONIAL FRUITS.

The wide-spread connection of the trading organisations, in connection with the Imperial

Stores, will facilitate the prompt distribution of all the consignments of Australian, New Zealand, Canadian, South African, West Indian, and other tropical fruits, special attention being given to their classification and packing for ready and direct delivery to all parts of the kingdom immediately after arrival.

Colonial producers will be kept fully advised upon the details of the markets and working of the system to be conducted for their benefit.

#### AUSTRALIAN AND NEW ZEALAND RABBITS.

Colonial rabbits in fur will, upon arrival, be skinned and disposed of to the trade in a dressed condition, the skins being separately realised to the best advantage, thereby furnishing increased returns. The bodies being thawed and repacked to meet the requirements of all classes of Traders.

#### REPACKED CANE SUGARS.

The West Indian and Australian sugar planters may be considerably benefited by the reception of their fine cane sugars in bulk, and by their being repacked for sale into small 6d., 1s. and 2s. bags of a description that could be readily recognised

by the public, who may be relied upon to purchase the better valued cane sugars of our Colonies to the inferior sweetening bounty-paid beet sugars of the Continent.

### COLONIAL WOODS.

Colonial woods vary in character, but in every direction better results may be secured by systematic realisation and judicious handling.

The value of Tasmanian and West Indian furniture woods depends largely upon the figure of the wood, but, as at present disposed of, the value of any particularly fine figured woods does not reach the shipper owing to the logs being sold whole. Furniture woods shipped to the Imperial Stores will be sawn into planks and veneers, and disposed of direct to the manufacturers at prices approaching their ascertained value.

The Industrial Workshops of the undertaking being in the centre of the cabinet-making industry, will enable much to be accomplished in this direction for Colonial Timber Shippers.

A very large trade of an advantageous character for Canada may be promptly instituted, and made to rapidly develop itself. In recent years several American firms have established a considerable business in office furniture, by preparing their woods in a uniform manner for various articles



and shipping them to London, where they are put together and polished ; the establishment of a similar traffic in Canada, would create remunerative employment for Canadians, and lead to an increased consumption of its woods.

The Company will undertake to receive the wood as unmade furniture, to have it made up, polished and finished in its own work-rooms by the affiliated workers, to display them in its own show-rooms, and to realise it to the best advantage upon a consolidated rate of charges, thereby giving the Canadian manipulators the full benefit of an enormous well-founded establishment in London, without calling upon them to provide the capital, anxiety, or expenses attending the establishment of a large business.

The handling of building and paving timbers will be undertaken by the Company, who by its position will enable Colonial shippers to derive many advantages of a lucrative character incidental to direct trading, that they could not otherwise secure, when timbers have to be creosoted, steamed, bent, or otherwise treated for particular purposes.

The whole of the operations of the Company will be carried out upon a scale of defined consolidated charges upon the ordinary dock or warehousing commercial custom.

## COLONIAL WOOLS.

The Company will also undertake to render special services to Colonial wool shippers that should prove of considerable value to the greatest industry of our Colonies, as it will arrange to receive greasy wools at the docks, to wash, scour, and sort them upon premises to be acquired there, so that they may be submitted for sale in a condition that they will realise their utmost values.

The marked difference in the prices of greasy, washed, and scoured wools, place those sheep-farmers who are unable to clean their wools at a serious disadvantage ; this difficulty may now be removed, as the practical treatment of greasy wools after arrival, upon owners' account, by scientific methods now available, which secures the "lanoline," while the staple of the wool remains unimpaired, will enable that work to be carried out at this side upon a consolidated rate of charge that will form but a small portion of the increased price the wools will realise in the Home Markets in their improved condition.

## AUSTRALIAN WINES.

The Imperial Stores will include a Bonded Warehouse for the Storage and Maturing of Australian Wines, under independent skilled supervision, thereby rendering expert knowledge

available for the Vignerons of the Colonies for developing the latent qualities of the produce of their Vineyards. The quantity of Australian Wines used by Continental growers to give body to their Wines is practical evidence of their generous character. The Company's efforts will be directed to the establishment of confidence in the Wines with the Trade and other large buyers who may be induced to "lay down" portions of particular vintages in their own cellars for the supply of their particular requirements. The attainment of a successful result in this direction will prove the greatest boon that can be furnished to Australian Wine-growers, as it will establish a permanent position for their best growths and create a value for them not hitherto reached.

#### AUSTRALIAN BRANDY.

The Company will adopt measures for bringing the high character of Australian Brandy under public attention. The fine condition attained by the spirit distilled from the luscious grapes furnished by Australian Vineyards, when generally known, promises to render it a favourite with connoisseurs and high-class consumers, whose opinions will impress the trade with the desirability of including it in the stocks offered for sale by Clubs, Hotels and Restaurants, both in London and the Provinces. The public will

undoubtedly prefer the pure product of Australian grapes to the chemical Foreign decoctions at present largely sold as Brandy.

### MINOR PRODUCTS.

Colonial plants, seeds, jams, honey, beeswax, poultry, eggs, flax, fibres, bark, essential oils and other products will receive treatment and attention of a similar character in accordance with their respective requirements.

It will thus be seen that the course of procedure, in connection with the Imperial Markets and Stores, differs in every respect from any known market or course of trade ; its objects consist in providing such facilities for Home and Colonial producers of all classes and characters, both in Agriculture and Industry, to render them such beneficial services upon mutual terms and conditions that will enable them to successfully contend against their foreign rivals, and to profitably supply purer and better commodities without in any way increasing their price to the public.

The promoters of the Company rely entirely upon the public advantages inherent to their system to elicit sufficient support to render the project profitable.



DISTRIBUTION :  
THE FOUNDATION OF NATIONAL WEALTH.  
IMPERIAL MARKETS  
AND STORES.

AGRICULTURAL & INDUSTRIAL COLLEGE,

*For Teaching the Scientific Distribution of  
Produce and Labour.*

**Agricultural Section.**

FRESH MEAT.  
PREPARED MEAT.  
PRESERVED MEAT.  
WHEAT AND FLOUR.  
MILK.  
BUTTER.  
CHEESE.  
POULTRY.  
EGGS.  
FRUIT AND JAMS.  
VEGETABLES AND SALADS.  
POTATOES.  
HERBS.  
FLOWERS.  
HAY, PROVENDER.  
TIMBER.

**Industrial Section.**

TAILORING.  
CLOTHING.  
DRESSMAKING.  
MANTLE MAKING.  
SHIRT MAKING.  
MILLINERY.  
SILK WEAVING.  
VELVET WEAVING.  
BOOT AND SHOE MAKING.  
LEATHER DRESSING.  
CABINET MAKING.  
CASE AND BOX MAKING.  
METAL WORK.  
BAKING.  
SACK AND BAG MAKING.

This Department of the Imperial Markets and Stores has been designed upon a Collegiate basis for the purpose of making our Agricultural and Industrial workers acquainted with the advantages they possess, and the practical means by which they may be profitably utilised, and of educating Home Producers and Consumers in the details of the numerous branches of commercial methods incidental to the beneficial realisation of the results of their exertions.

The utility of an Institution for the purposes may be realised from the important facts that :—

While our Farmers have been well and ably taught to "Practice with Science," and make two blades of grass grow where one grew before, they have not been imbued with the knowledge essential to the most practical means by which they could effectively and economically realise the two blades of grass at a profit when they had acquired them.

At the same time our Working Classes have been erroneously led to believe that they were benefiting themselves by the consumption of Foreign foods, as by doing so they were buying in the cheapest market ; but the important fact has been suppressed that in purchasing imported pro-

duce they obtained food only, while in buying Home-grown produce they secured both food and work for their money, which thus became the cheapest market.

When our Industrial Classes can be taught to appreciate the large amounts they indirectly pay for Foreign produce over and above the direct payment made to retail shopkeepers and stores, they will turn their attention to the British and Irish Farmer and Home-grown produce. The indirect payments for Foreign food that should be taken to commercial account when considering which is the cheapest market are :

1. Weekly payments to Trade Societies to provide against being out of work.
2. The loss of wages by the unemployed.
3. The general depreciation of wages by reason of there being a small percentage of unemployed.

The failure to recognise these important features has led to the increase of food importations from abroad, until they exceed the enormous annual total of One Hundred Million Pounds Sterling, the greater portion of which could be produced better at Home, and sold equally cheap to Consumers with marked advantage to all Classes and Industries.

Inattention to this subject has brought about a distressed condition with the Agricultural Classes, and a depression in the condition of the Industrial Classes, which constitute a grave national disaster.

The prevailing impression that the Agricultural Classes are our Producers, and the Industrial Classes our Consumers, is a serious national delusion, inasmuch as the two classes, who are about equal in extent, are both Producers and Consumers, the one being the Consumers of the other's products, both being affected by each other's position.

This serious misunderstanding may be remedied by the practical dissemination among both classes of a knowledge of commercial principles, in such a form that they may become acquainted with and practice what pertains to their particular case.

Were the natural position our Farmers occupy utilised, it would become impossible for Foreign imports to successfully contend against them in the Home Markets, for the conclusive reason that our agricultural districts are situated in close proximity to centres of consumption, which may, by the exercise of local organisation upon a uniform basis, be economically approached and effectively supplied with Home-grown produce.



The College will be divided into two sections, viz., Agricultural and Industrial, the course of instruction in each being restricted to the commercial means by which more profitable results may be secured to those engaged in them for the actual services they render.

All Political and Religious subjects will be rigidly excluded.

#### THE AGRICULTURAL SECTION.

This Section will be open to Landowners, Farmers and their assistants, also to the members of their families.

This establishment will include :—

1. A Commodious Market Hall, where consignments of produce will be daily received for realisation.
2. Model Slaughter Houses at Millwall Dock, fitted with the most recent appliances, and worked to show the different manner in which carcasses are dressed for the various Provincial Markets. The value of selling by weight will also be made clear to all graduates, together with the Foreign and Home processes and methods for utilising the offal and bye-products.

3. Model Working Flour Mill and Bakery to show the most effective and profitable manner for grading, grinding and selling wheat.
4. Model Working Dairy and Creamery, for exhibiting the best methods of realising milk and the relative returns obtainable under varying circumstances.
5. Refrigerating Machinery and Cold Storage Chambers, showing the different temperatures at which various commodities may be retained in a fresh condition for a lengthened period.
6. Preparing Factory, for showing the best means for converting the boiling and coarse joints of meats into Brawns, Pressed Beef, Boiled Beef, Collared Head, Soups, Potted Meats, Extracts, Essences, and other articles that have a ready sale, together with their commercial values in different characters.
7. Bacon Factory at Millwall Dock, to show the various methods practised in the conversion of pigs into Bacon, and the utilisation of their offal and bye-products.
8. Curing Factory, for showing the methods of Pickling Tongues, Tripe, Briskets of Beef, Smoking, Spicing, and Rolling Beef.

9. Preserving Factory, for making graduates acquainted with the various methods adopted for Preserving Meats, Soups, Fruits, Vegetables and Herbs.
10. Numerous other departments, in which every description of Farm, Dairy, Orchard and Market Garden Produce will be received and dealt with in forms that are capable of being equally well acted upon within the Agricultural Districts of all parts of the United Kingdom.
11. Lecture Hall, Conference Rooms, Reference Library, and other means of conveying information upon the methods and processes by which Home-grown Produce of all kinds may be prepared for realisation, so as to aquire the highest Commercial values, and be readily brought within the reach of retail distributors where required, in forms suitable for consumers and of a quality and price that Foreign importation cannot compete against.

Each department will be conducted by a skilled practical expert, qualified to convey information upon all points of detail connected with the particular commodity. Graduates will

be instructed not only how to go right, but how not to go wrong.

In this way Agriculturists will be made acquainted with the advantageous position they occupy, and the means by which its benefits may be secured by themselves and for their immediate districts, inasmuch as by the local preparation of Farm Produce for sale, a demand will be created for the services of local workers, for whose employment supplies of bye-products are available at largely reduced cost.

The savings of waste in material and money, coupled with the increased commercial value that may be ensured in the sale of various products, is estimated to reach from £3 to £5 upon a Prime Bullock, 10s. upon a quarter of Wheat, and from 20 to 50 per cent. increase upon all other Farm and Garden Food Produce. These additional profits are amply sufficient to largely improve the character of our National Agricultural Industry, removing the depression from which it has so long suffered, and replacing them by remunerative results of the most satisfactory nature.

The College will not in any sense be a theoretical establishment, but each department will be fitted with the most improved machinery, and provided with the means, trade utensils and

appliances for carrying on, and will carry on daily, actual transactions in the sale of food products, upon the most improved scale, thus graduates, during their stay at the College, will become actual participators in practical Commercial transactions that will enable them to acquire technical information not otherwise attainable.

The trading operations will be conducted by Commercial Organisations to which the College is affiliated, these being in the daily receipt of consignments of Farm Produce from all parts of the Kingdom to be prepared and disposed of upon owners' account, under the inspection of the College Students, who will thus have the opportunity of becoming acquainted with the inner workings of all Trades, and gather practical information from actual current transactions, which they may subsequently utilise in their own districts.

The Collegiate sessions will cover four terms during the year, corresponding with the recognised quarters.

The fee for each (non-resident) Student will be £25 per term.

The course of instruction will embody—

- 1st. The realisation of Home-grown Produce.
- 2nd. The means by which Foreign Produce

reaches our markets, and enters into consumption.

3rd. The customs, usages and requirements of the various trades connected with Perishable Food Produce Distribution.

4th. The requirements of consumers and the means of supplying them.

5th. The fraudulent and illegitimate competition which Home Farmers have to contend against, and the means by which they may be detected and defeated.

6th. The Commercial Value of Home-grown and Imported Foods, based upon their quality, character, and nutritive value.

7th. The appliances and establishments essential to enable Producers to prepare each article of Farm Produce, and the relative working expenses that are incurred in establishments of large, medium and small dimensions.

8th. Where ten or more pupils enter from the same district, means will be adopted to indicate to them the available outlets for the produce of their own district, and the directions by which local Traders and Stores may be successfully approached.

9th. Where required the affiliated Organisations will undertake the formation, supervision, and conduct of local Combinations of Farmers in their own districts, and provide remunerative Markets for their produce.

By the systematic practice of the means indicated, a considerable amount of valuable information upon "Commercial Agriculture" will be disseminated throughout the United Kingdom, and become productive of material benefit to those interested.

The establishment of the Agricultural and Industrial College will be productive of great advantages to Landowners, who by sending some of their tenants with one or more members of their own family to the College to pass through one term of its instructions, will be taking the most effective means for transferring to their estates intelligent and useful practical information that will promptly revolutionise the existing wanton, negligent and wasteful courses of procedure practised by our farmers.

The Founders invite correspondence upon this important subject from all minds of light and leading, who take an interest in improving the social condition of the people.

## THE INDUSTRIAL SECTION.

This Section will be devoted to the advancement of the position of Industrial workers in the several directions where effective service can be rendered.

It is beyond question that in recent years our working classes have been erroneously *led* to look upon Capital as their enemy, and to make war against it, instead of welcoming it as an ally that might be usefully employed in furthering their interests and placing them within reach of many benefits that they cannot hope to enjoy under their present system of procedure.

In the Industrial division of the College, a knowledge will be imparted to workers of the value of Commercial intelligence and experience, together with the manner in which it may be profitably utilised by them for their own benefit.

To accomplish this object, comfortable well ventilated Work Rooms, provided with steam power and completely fitted with the necessary trade utensils and appliances, will be provided for the occupation of the workers of different trades, who will be organised for working in combination instead of in their present isolated manner.



Combinations of workers thus brought to labour in harmony for mutual interests, must naturally lead to a uniform improvement in the quality and character of the whole of the articles they are employed upon, thereby creating an additional value which will prove an unearned increment for themselves, and a benefit to their manufacturer ; the saving of time and labour in the collection and delivery of the material and manufactured articles will also form a further increment for the workers' advantage.

The conduct and management by workers of their own affairs, coupled with direct approach to Manufacturers and Warehousemen, will enable the services of middlemen to be dispensed with, the sweating system to be suppressed, and place a still further increment at the disposal of workers.

The commercial value of the improvements thus effected by the establishment of friendly relations with Capital upon the recognised basis that Trade Union wages and prices will be the minimum wage, while the additional increments are the workers' own, cannot fail to elicit the sympathy and co-operation of Trades Unionists in every industry throughout the Empire, the benefits of which will be secured by the creation and publication of a Trade Mark, to be recognised

by workers in all directions and supported by them in their own interests.

Commercial ability and experience can establish such a Trade Mark, and impress its value in the public mind throughout the Empire so as to successfully develop it upon a permanently solid foundation.

The following are trades wherein the workers may be organised, and by the aid of Commercial experience beneficially worked without Capital—

1. Tailoring, Clothing, and branches.
2. Dress-making and its branches.
3. Mantle-making and its branches.
4. Shirts, Collars, Cuffs, and its branches.
5. Underclothing.
6. Hatters.
7. Cap-makers.
8. Bonnets, Millinery, and its branches.
9. Glove-makers.
10. Boot, Shoe, Gaiter-makers.
11. Purse-makers, Leather-workers.
12. Cabinet and Furniture-makers.
13. Upholsterers.
14. French Polishers.
15. Japanners, Varnishers.
16. Billiard and Bagatelle Table-makers.
17. Carvers, Gilders and Frame-makers.
18. Walking Stick-makers.
19. Wood, Bone and Ivory Turners.
20. Packing Case and Box-makers.

21. Printers, Lithographers.
22. Bookbinders, Folders.
23. Tin and Zinc-plate Workers, Bath-makers.
24. Dairy Utensil-makers.
25. Gas Meter-makers.
26. Plumbers.
27. Copper and Brass Workers.
28. Basket-makers and branches.
29. Saddlers and Harness-makers.
30. Leather Bag and Portmanteau-makers.
31. Belt and Strap-makers.
32. Whip-makers.
33. Brush-makers.
34. Comb-makers.
35. Carriage, Van, and Cart-builders.
36. Fellmongers and Wool-sorters.
37. Wheelwrights.
38. Leather Dressers, Curriers.
39. Tanners.
40. Furriers, Skin-Dyers.
41. Feather Dressers.
42. Doll and Toy-makers.
43. Velvet Weavers.
44. Silk Weavers.
45. Cardboard Box-makers.
46. Millers.
47. Bakers, Cooks and Confectioners.
48. Shop Fitters.
49. Butchers and Slaughtermen.
50. Tripe Dressers.
51. Sausage and Brawn-makers.

52. Meat Preservers.
53. Meat Curers.
54. Gut-cord Spinners.
55. Sausage-skin and Bladder-workers.
56. Glue and Size-makers.
57. Bone Boilers and Sorters.
58. Tallow and Lard-refiners.
59. Hair-felt Makers.
60. Blood-dryers.
61. Picklers.
62. Jam Boilers.

It is proposed that a Society be formed for each trade, to be governed by their own Committee, who will pay a small sum, 1s. to 2s. 6d. per week, for the seat or bench room, occupied by each of their working members, except under special circumstances.

The affiliated Organisations will arrange to conduct all the Commercial and Financial arrangements incidental to the business transactions of the associated workers upon a fixed moderate commission for the service rendered.

Workers thus assisted will acquire the knowledge of securing and secure a constancy of employment, with liberal remuneration, and at the same time ensure a friendly union with Capital upon a mutually beneficial basis.

Each worker will be deemed to be a student or pupil of the College, so far as his or her trade is concerned, and be made acquainted with the details of the system of their Society's working, and the means by which they may be extended.

Steps will be taken to increase the number of workshops in the various trades, in accordance with the requirements of the public ; these will be placed under the control of the workers in the Collegiate Shops, so far as they may exhibit proficiency and capability for the duties.

Examination of the students and pupils in both divisions of the College will be made each term, and Diplomas or Certificates granted according to the efficiency gained.

The conduct of the College and its course of instruction in the directions referred to, will be of a character that will render its Diplomas of value to the holders, and enable them to obtain the preference of remunerative employment wherever available.

The Committee of each Society will be held responsible for the conduct of its Members, any one of whom may be excluded from the premises at any time for non-compliance with the regulations made for managing the establishment.

# DISTRIBUTION :

## THE FOUNDATION OF NATIONAL WEALTH.

### DIMINISHING TUBERCULOSIS.

The Agricultural Organising Agency, Limited, proposes to practically carry out a method that has been devised by which Tuberculosis may be effectively diminished.

The essential features of the plan, consists in separately conducting the scientific and commercial arrangements, connected with the realisation of live stock.

By scientific examination, healthy animals may be separated from those that Tuberculous, when both classes of animals may be differently dealt with, and a greater amount realised for the products of each of them than when indiscriminately disposed of together ; the great difficulty as to who should bear the loss of the existing diseased animals is thus disposed of, and their further supply to farmers prevented.

## HEALTHY MEAT.

1. The practical method for conducting the system is to import 1,000 beasts weekly from Ireland, to be landed at Millwall Dock, where the animals will be scientifically tested, and those found to be Tuberculous slaughtered, their hides, horns, fats, &c., being disposed of for manufacturing purposes, the carcasses placed in steam digestors to destroy all germ life, and then manufactured into cattle foods, dog biscuits, puppy cake, cats' meat, poultry mixtures, and fertilisers.

2. By means of an efficient plant and organisation the loss to accrue from the slaughter of the animals will be largely reduced and, to a great extent, counter-balanced by the increased value of the healthy animals, consequent upon their being reliable feeders, whose meats will have an increased value by reason of its healthy character.

The healthy animals will be placed at the disposal of farmers for fattening, they being paid a fixed sum per pound for the increased weight and a proportion of their increased value.

During the process of fattening, the animals will remain under regular veterinary supervision and be housed under specific directions that will ensure a sufficiency of air, floor, and lighting space.

3. Upon attaining a prime condition, the animals will be driven to an effectively fitted slaughtering establishment in the district, and after slaughter every portion of the healthy carcasses will be examined and marked in a manner readily recognisable by the public.

The carcasses of animals found to be affected by disease will not be utilised for human food.

4. The benefits that British and Irish farmers will derive from this practical work may be estimated from the following interesting facts:—

(a) The eleven Counties on the West and South Coasts of Ireland, contains about two million and a quarter cattle, one-fourth of which are annually available for food.

(b) One thousand animals weekly is not ten per cent. of the disposable number.

(c) The establishment of an entirely fresh market for Irish cattle, to absorb 52,000 animals annually, will at once improve the value of all cattle in Ireland to the amount of one pound sterling per head.

(d) The shipment of live stock at Irish West and South Coast Ports, and their transport in large properly-fitted vessels direct to Millwall Dock, will avoid the damage that animals sustain during the two



railway journeys and channel passage from Irish farms to English markets.

(e) By confining the selection of animals to those from 18 to 21 months old, the proportion of affected beasts will be reduced, while those healthy will furnish the most profitable results to the English farmers who feed them.

The extensive character of Ireland's live stock industry places the fact beyond question, that the carrying out of the before mentioned methodical system of cattle treatment will ensure the future material prosperity of Irish farmers.

The benefits to the farmers of the Eastern Counties must also prove very great, as at present those Counties contain a smaller number of cattle than any part of England, the bulk of their farmers being unable to procure store stock to feed, consequently numbers of farms are let at nominal rents, or are in the hands of caretakers, while considerable areas of land are derelict.

The supply of animals to landowners or farmers for fattening, upon mutually remunerative conditions, will go far towards transforming the present distress in the Eastern districts to that of prosperity.

The beneficial changes to be effected in the Home Cattle Trade, by healthy beasts being separately dealt with from those that are tuberculous, depends for success upon the establishment of public confidence in the healthy character of the meat offered, which can only be created by the operations being conducted under the supervision of public officials, whose independent testimony would prove satisfactory to consumers.

Such supervision can be provided by and is quite within the scope of the Board of Agriculture, the Local Government Board, and the Councils of the Counties, where the animals are fattened and slaughtered, and it is proposed to organise a conference of representatives of the public bodies named, to consider the nature of the regulations to be framed for the housing, feeding and slaughter of live stock, the examination, marking and distribution of the meat, and the means by which they can be carried out.

### HEALTHY MILK.

The procedure in connection with milk differs from that of meat, but equally successful results may be ensured.

London contains about 200 cow-keepers, and a much greater number of dairymen.

By a voluntary combination of those London cow-keepers who are willing to take part in it and act in conjunction with the veterinary officers of the Board of Agriculture, their cows may be examined ; those that prove to be tuberculous being removed to an establishment in the suburbs, where they will be fed and properly cared for ; their milk being secured and boiled to destroy the germ life it contains, and then blended with cereals and condiments and made into calf-foods, for which it is admirably adapted by reason of its nutritive character.

The healthy cows and the dairies will be maintained under hygienic conditions and constant veterinary supervision, the available milk being distributed upon an organised system that will effectively prevent its being tampered with in transit and its absolute healthy character guaranteed to the public, who will gladly pay a small additional sum to ensure the satisfactory supply of healthy milk.

The lairage and food of the affected cows, together with their yield of milk, will be systematically dealt with to the satisfaction of the owners, who upon an adjustment of the accounts relative to the increased price for the healthy milk and the decreased price for the inferior, will

find themselves in a more profitable business position than at present.

When the diseased cows run dry, they will be slaughtered and their products dealt with in the manner previously described, the owners being provided with young healthy animals in their stead.

By the systematic courses of procedure indicated, the traffic in healthy meat and milk may be made to automatically develop themselves and become established in the Eastern Counties and London, and subsequently throughout the United Kingdom, in a manner that will lay the foundation for eradicating tuberculosis and largely diminish the 70,000 victims who annually suffer owing to the existence of the disease in animals remaining unchecked.

Full information upon this important subject may be obtained upon application to the AGRICULTURAL ORGANISING AGENCY, LIMITED, 20, GREAT ST. HELENS, LONDON, E.C.



DISTRIBUTION:  
THE FOUNDATION OF NATIONAL WEALTH.

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IMPERIAL MARKETS  
AND STORES.

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TECHNICAL, AGRICULTURAL, INDUSTRIAL AND  
COMMERCIAL INSTRUCTION TO INCREASE THE  
CONSUMPTION OF HOME-GROWN PRODUCE AND  
IMPROVE THE DEMAND FOR HOME LABOUR.

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For many years past Home Producers and Consumers have known themselves to be in a false position, and anxiously considered how to free themselves from it.

Farmers knew that the amounts they received for produce bore no relation to the prices Consumers paid, while the public realised that the

margin between what they paid and Producers received left an undue profit in an unknown direction.

Influential members of the Agricultural and Industrial Classes have each made attempts to remedy the difficulty, but without success.

The movements made by Farmers to become shopkeepers and supply the public direct, and those made by the Working Classes to become farmers and grow their foods, have both failed.

Meanwhile the Working Classes have become the purchasers of inferior and adulterated foreign foods, for which they pay more than they could obtain Home-grown food for, and, as a consequence, they not only send money abroad to pay for foreign labour, but they at the same time destroy the demand for their own employment.

This evil has spread until the annual importations of foreign foods exceed One Hundred Million Pounds Sterling, while numbers of unemployed men are to be found in all large towns.

Superficial observers propose to remedy this terrible condition by the imposition of a small duty upon wheat, but the artificial protection of one article can neither be beneficial to it alone nor in any degree affect the remainder.

The only way an improvement may be secured is by farmers taking advantage of the natural

geographical situation they occupy and utilise the facilities inherent to it.

Strangely enough, Farmers are not aware of the advantageous position they occupy and the benefits it could be made to yield them, while the Working Classes are blind to the injury they are inflicting upon themselves.

It is useless to dwell upon the causes that have led to the disastrous condition that exists ; all classes of the people need to be taught how it may be remedied.

This may be accomplished by systematically furnishing the Producers and Consumers of each county with specific information as to the means by which they may co-operate with each other, and the precise advantage they will gain by doing so.

Such a movement would yield national advantages of the widest character, by making it clear that the British farmer can successfully compete with his foreign rival, and profitably supply the people with a great quantity of the foods they require.

That the direction and effect of such a movement may be generally understood, a preliminary Conference should be held, to which the Agricultural, Industrial and Commercial Organisations of the United Kingdom should be invited,

to nominate delegates to attend on their behalf, and determine upon a practical means for carrying out such a desirable movement.

The attention of such a Conference should be limited to the consideration of the means that may be utilised for the local realisation of farm produce.

To enable this to be done, such machinery, plant and trade appliances should be provided, as would enable actual operations to be carried out with products of every description to practically illustrate the simplicity with which they may be locally prepared for Consumers, and supplied by Producers direct to the retailers of their district for sale, thereby avoiding the numerous indirect channels that produce now passes through, which involves waste of material, money and labour, that largely reduces the net proceeds.

The demonstrations in connection with the Conference should be carried out by the skilled and unskilled labour obtainable in every agricultural district, under the direction of farmers, to whom they should show the variety of forms in which they could simply and effectively prepare their own produce for distribution, by which it would naturally acquire a large increased commercial value, and become more readily saleable.



Hitherto no attention has been given to the remarkable results derivable from organised distribution, which is an interesting economic subject that may be studied and practised by all classes with national advantage.

The thoughtless encouragements given to the importation of foreign produce is gradually superseding Home production, and placing the food supply of the people at the disposition of "Trusts," "Rings," "Corners," and other combinations of speculators, abroad and at home, who endeavour to obtain the control of a commodity in order to exact an increased price for it. Whenever these persons can fully secure a position they will enforce payment of their illegitimate demands. This overhanging condition should be provided against, otherwise we may be at any time involved in a national disaster.

A course of procedure based upon common sense and commercial science, would not only insure against the possibility of such contingencies arising, but reverse the relative position of parties by placing the surplus produce from all parts of the world at our disposal, at such prices as we may care to pay.

The present condition is fostered by the isolation of the Agricultural and Industrial Classes from each other, and their failure to see that

their interests are identical and require mutual considerations to aid them.

An open-minded consideration of the subject in detail, in each county, by representative members of both classes, would enlighten the public mind and remove many impressions that have proved injurious.

Certainly nothing but good can arise from a friendly interchange of ideas, upon a non-political basis, between the Agricultural and Industrial Classes of a locality, who, by knowing each others wants, could adopt measures to provide for them.

If we look at things as they are—not as they were 50 or 100 years ago—we shall quickly discover that the means exist by which arrangements of a mutually beneficial character could be effectively made between the two classes.

The Industrial Classes have acquired a concentrated purchasing power that exceeds fifty-five million pounds sterling per annum. If it were desired to provide employment for five or ten thousand or more labourers in given directions, it is quite possible for an arrangement to be made by which farmers should provide that employment.

The attention I have given to the subject for more than thirty years warrants me in stating

that an organised movement to establish friendly relations between the Agricultural and Industrial Classes will promptly lead to beneficial results of a national character.

Such a proposal is virtually an attempt to bring about a change in the habits and customs of both classes ; but it remains beyond question that any matter now submitted to the Industrial Classes in a concrete and equitable form will receive the most respectful and earnest consideration. Therefore, the difficulty rests with the farmers, who fail to realise the value of local combination—between themselves in the first place, and between themselves and the Industrial Classes, of their district in the second.

The Agricultural, Industrial and Social Organisations that exist in all directions, aided by the imperial and local official departments, furnish ample machinery for supervising the county movements indicated, and ensuring effective results from the deliberations of those engaged in them.

To accomplish this it is desirable that an organised working plan for diffusing practical information throughout the country should be formulated, and the definite duty specified, that each association or department could perform without going outside its own functions.

In order to elicit an accurate knowledge of the subject, so as to arrive at the most advantageous course to follow; it is proposed to hold a

### CONFERENCE AND EXHIBITION

at the Imperial Stores, to practically illustrate the means by which the Agricultural and Industrial Classes can be brought locally into direct communication with each other, and to establish an effective working union for promoting the consumption of home farm produce and increase the demand for home labour.

The delegates to take part in the movement will be selected from all classes of the community, in a manner that will invest them with a recognised representative character and command respectful attention to the results of their deliberations.

The thoroughly domestic and national character of the subject will be practically realised by the assistance of the ladies to be invited to take part in the movement.

The Organisations to be invited to nominate delegates to represent them will be as follows:—

The Chambers of Agriculture and Farmers' Clubs of the counties of Essex, Suffolk, Norfolk, Cambridge, Surrey, Sussex, Kent, Hants, Bedford, Oxford, Buckingham, Berks, Warwick, &c.,

each to nominate nine farmers, with their wives or daughters, to represent the Agricultural Classes.

Fifty Co-operative Societies in the counties of Cheshire, Stafford, Derby, Lancashire, Yorkshire, Leicester, Nottingham, and the Home Counties, each to nominate three of their members, with their wives or daughters, to represent the Industrial Classes.

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The undermentioned Labour Associations each to nominate four members, with their wives, to represent unskilled labour, viz. :—

Amalgamated Society of Railway Servants.

Agricultural Labourers' Union.

Dock, Riverside and Wharf Labourers.

Builders' Labourers' Society.

National Labour Union.

Gas-workers and Labourers' Union.

&c., &c.

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The Chambers of Commerce of London, Birmingham, Manchester Bradford, Leeds, Exeter, Newcastle, Edinburgh, and Glasgow, two delegates each, to represent the Commercial Classes.

The following Social Organisations to nominate two delegates each, to represent their respective interests :—

Society of Arts.  
 The Temperance Alliance.  
 The Society for the Suppression of Consumption.  
 The Co-operative Union.  
 The Institute of Bankers.  
 The Surveyors' Institute.

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The Trades Councils of London, Manchester, Newcastle, Glasgow, and Birmingham, to nominate two delegates each, to represent Trades Unions generally.

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The following Official Departments to send two representatives to specially report upon subjects that they are identified with :—

	Subject.
The Imperial Institute,	Empire's Resources.
The Board of Agriculture,	Small Allotments, Transit of Animals, Tuberculosis.

	Subject.
Board of Trade,	Railway Rates and Facilities, Merchandise Marks Act, and Markets.
Local Government Board,	Health and Adulteration.
Educational Council,	Technical Education.

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The Royal Agricultural Society,  
The Highland Agricultural Society,  
The Royal Dublin Society,  
The Central Chamber of Agriculture,  
The Farmers' Club.

Two representatives each to represent  
Agricultural Organisation.

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The practical demonstrations in connection with the Conference to be conducted by practical farmers under the supervision of committees selected from the delegates, who will note and report upon all details for publication.

All produce dealt with will be the property of the farmers, who will be aided in preparing it under instructions, and it will be disposed of

by prearrangement to retail traders and to some of the co-operative societies whose members are present, upon the ordinary business terms and conditions connected with the particular articles at their current market rates, and in such a form that the farmers present may afterwards continue to realise their produce locally in the same manner.



## EXPERIMENTAL DEMONSTRATIONS.

A series of practical trials will be carried out as ordinary commercial transactions in order to ascertain actual results.

### LIVE STOCK REALISATION.

Five beasts and five sheep will be slaughtered daily, at the Millwall Dock. Previous to slaughter, their carcass, weight, and market value will be estimated by skilled experts and the farmers in attendance.

The animals will then be weighed alive.

The weight of the carcass and of each item of the offal will also be ascertained.



The meats and offal will be disposed of as follows :—

#### THE CARCASS.

The roastings and prime cuts will be sold to Butchers or Storekeepers at the current market prices.

The remainder of the carcass being prepared, at the steam kitchen in the Millwall Dock, in different forms that increase their Commercial value, viz. :—

1. Briskets to boiled corned beef.
2. Buttocks to boiled beef hams.
3. Flanks to pressed beef.
4. Necks, legs, shins, head meat, &c., to sausage meats.
5. Tongues cured and smoked.
6. Tails and feet to soups and jellies.
7. Hearts, sweet-breads, brains and palates dressed for cooks' use.
8. Tripe, &c., cleaned and pickled.
9. Liver, lights, &c., dressed and prepared.
10. Bones steamed to separate fats and gelatines.
11. Fats to sweet fat for cooking.

The Offal will be dealt with, at the Factory at Millwall Dock, as follows :—

12. Bone residue ground for manures, poultry food, &c.
13. Blood, the serum converted to albumen and the clot to manures respectively.
14. Entrails to bladders, sausage skins and machine cords, musical instrument strings, fishing lines, &c.
15. Shank bones prepared for knife and brush handle makers.
16. Teeth prepared for ivory turners.
17. Horns for comb-makers, &c.
18. Hair washed for felt makers.
19. Hoofs for glue makers.
20. Hides for tanners.
21. Skins for fellmongers.
22. Rough grease and fat for soap and candle-makers.

The fresh meats, prepared meats, preserved meats, and manufactured items of offal will be shown at the Imperial Stores, together with their wholesale and retail prices.

Sides and quarters of imported beef will be shown side by side with Home-grown meats and

the commercial and nutritive values of each joint pointed out.

Carcasses of sheep will be dealt with on the same lines.

The result of the above operations in connection with the distribution of the products of live stock will prove of the utmost value to farmers, as it will furnish them with most useful information, in the most explicit manner possible, upon the following points :—

1. That by the preparation of boiling joints, the edible offal, and the manufacturing offal, by simple but at the same time effective processes, their animals can be made to yield them many articles which have a considerable value and can be sold readily at all times.
2. That by the slaughter of their live stock in the district where fattened, shrinkage is avoided, and the animals yield heavier carcasses.
3. That by the avoidance of railway travelling the animals are not subject to frights, nervousness and fevers, which deteriorate the quality and diminish the value of their meats.

4. That they acquire a large quantity of useful by-products for the improvement of the land of the district that would be otherwise lost ; and
5. That by the local slaughter of animals a great deal of employment is furnished for the unskilled labour of the district, thereby materially contributing to its prosperity.

The aggregate increase of the receipts for a good full weighted bullock, from the sources referred to, coupled with the savings and expenses named, will be found to range from three to five pounds, which constitutes an additional net sum to the farmers' profits.

The information that the demonstrations will convey to the working men and their wives who are present will be equally valuable as they will learn that many portions of Home-bred and fed animals are now but little used for food by reason of the unprepared forms that they are disposed of in, but that similar parts of foreign animals are largely imported, and consumed solely by reason of the prepared forms in which they are offered for sale. They will learn also that many portions of animals that have but little money value possess the full nutritive value

of other portions of the same animal which sell at very high prices, and they will gather from the cookery trials that the working men's wives will make, that those same parts are capable of furnishing substantial meals at most economical rates, and would, if utilised, furnish a considerable addition to our Home-food supply.

The result of the cookery demonstrations will show working men's wives that it is quite possible to provide their husbands and families with more food of a better character than what they at present obtain, at a saving of from two to four shillings per week, which is equal to a rise in wages to the same amount.

#### WHEAT AND FLOUR REALISATION.

Trials of Home-grown and Colonial wheat and flour will be made under the direction of a practical expert in bread-making, in order to demonstrate :—

1. The comparative nutritive and commercial values of bread made from the flours of Home-grown and Colonial and Foreign wheats.
2. The different character of bakers' bread  
- and home-made bread.

3. The nutritive values of white bread, bakers' bread, and whole-meal bread.
4. Various kinds of adulterated breads and flours will be exhibited.
5. Cottage mills for grinding wheat and ovens for baking bread at home will be provided, and a competition in bread-making by the working men's wives will be carried out, prizes being awarded to the most successful.
6. By the natural and practical co-operation of the Home wheat grower, miller, and baker, with the bread consumer, pure bread may be supplied at 6d. the 4 lb. loaf, allowing all parties legitimate trade profits and giving the farmers a return of 40/- per quarter for their wheat.

The working-man's return in labour ;

The price of bread in relation to wages ;

The labour required to provide bread for 1,000 persons, and the small acreage to be put into wheat to occupy all our unemployed, and its effect upon wages, will be considered in connection with actual trials.

## THE REALISATION OF MILK.

The variety of forms in which Co-operative butter production is carried out abroad and at home, will be shown by means of a complete creamery plant with the subordinate appliances which will be exhibited at work, and the results obtainable from each pointed out, the facility for co-operation in butters between Home Producers and Consumers by the aid of local traders will be set out, and the relative value to each class indicated for consideration.

The natural characteristics of Home-made and foreign butters will be exhibited.

How to pack butter for distribution and realisation to successfully compete with Foreign butters will be explicitly demonstrated.

## MINOR PRODUCTIONS.

The methods of marketing minor productions and obtaining their value will be made clear.

The systems of Truck farming in America and Allotment farming at home will be contrasted.

Co-operating to sell and co-operating to buy, their natural relations to each other, and the

advantages derivable by both from a recognised working arrangement with local retail traders.

The mistakes that may be made and the means by which they may be avoided.

Classing, grading and packing poultry, rabbits, eggs, vegetables, salads, herbs, honey, flowers and fruits.

Each commodity will be dealt with, and the advantages of systematic distribution in connection with them pointed out by means of a variety of exhibits in different forms, that will virtually enable their better quality and cheaper form to be promptly seen and the advantage of dealing with local traders to be effectually understood by both Producers and Consumers.

### COOKERY COMPETITIONS.

To complete the value of the results that the Conference Demonstrations and Exhibition will furnish, a series of competitions in the cookery of the various fresh and prepared productions will be organised, in which the wives and daughters of the delegates will take part, and for which prizes will be awarded to the most successful.

The liberal recognition of the services the wives and daughters of the working classes can render towards the improvement of the condition



of the people will prove a most interesting and important feature of the movement, inasmuch as it is to the wives and mothers who control the domestic arrangement of the British workman's home that an appeal must be made that will ensure the active co-operation and practical sympathy from them that is needed to ensure success to any subject in which the family life of the people is concerned.

The wives of the delegates present will be engaged in the preparation of meals during the six days of the Conference, the meals being so arranged that each one will constitute a demonstration of the Conference, each dish provided furnishing an object lesson to all guests.

A bill of fare of each meal will be furnished in duplicate to the guests, containing full details as to the character of the dishes, their cost, and the mode of preparation; and each guest will be desired to return one copy of the bill of fare, endorsed with his or her opinion upon each of the dishes. These opinions will be collated and reported upon.

The Conference and demonstrations will be organised and conducted in a complete manner to create an impression upon the minds of the people throughout the United Kingdom, and to

turnish reliable information in a systematic form that will be regarded with interest in all directions and by all classes.

It is clearly established by the foregoing statement that the movement is outside all politics, and their introduction in any form will be rigorously excluded.

The delegates to attend will be selected by the various organisations from their known ability to take part in the consideration of social subjects having for their object the improvement of the condition of the class that they are connected with—Agricultural, Industrial, Labouring or Commercial Classes.

That the general tenour of the objects of the movement may be understood by those designated to take part in it, each delegate will be furnished with a statement showing the course of procedure to be pursued at the Conference, the parts they may take in it being indicated in order that they may be in a defined position to render the movement valuable aid by their well-considered counsels and advice.

D. TALLERMAN,

*Organising Superintendent.*

20, GREAT ST. HELENS, LONDON, E.C.

DISTRIBUTION :  
THE FOUNDATION OF NATIONAL WEALTH.

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IMPERIAL MARKETS  
AND STORES.

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PROPAGANDA SECTION.

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THE AGRICULTURAL & INDUSTRIAL UNION.

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This Society has been established for the following objects :

1. To constitute a centre of inter-communication between Home and Colonial Agricultural, Pastoral, Industrial, and Commercial Organisations for their mutual benefit, and to practically assist the development of the resources of the Empire.

2. To encourage the preferential consumption of Home and Colonial Products upon their merits, and to contend against the importation of adulterated foods, and the illegitimate competition of inferior foreign produce.
3. To promote the recognition of "quality" as an element of consideration in the value of all produce and goods, in order to create the permanent establishment of fair wages, sanitary workshops, and equitable profits, to Producers and Manufacturers.
4. To teach skilled artisans and unskilled labourers, that by consuming Home and Colonial Products and Manufactures, they increase the demand for their own employment, while by the purchase of foreign products they decrease it.
5. To organise the supply of comfortable well ventilated workshops furnished with power, machinery, tools, and appliances for different trades, that workers may labour in combination, thereby producing articles more uniform in character, and

of a better value, without extra cost, to the advantage of themselves and their employers, thus superseding the evils of the sweating system, consequent upon isolated working.

The importance to the Agricultural and Industrial classes of the work that this Society proposes to engage upon, and the beneficial results that should accrue from its operations, cannot be over-estimated, it being evident that the financial depression that has prevailed for some time past is due to the lamentable fact that our Home and Colonial centres of consumption have been largely supplied with inferior foreign foods and goods, the products of foreign cheap labour.

The objects of the Society will be promoted by the publication of a weekly newspaper, in which "Commercial Agriculture" and "Co-operative Production" will be exhaustively treated, with the view of bringing about the sympathetic affiliation of Producers and Consumers of all parts of the Empire for their mutual benefit.

To impress the Industrial classes with a

knowledge of the great interest they personally possess in the subject, arrangements are being made for the special distribution of 10,000 copies of each issue of the journal to be freely circulated weekly for two years, amongst their district officials and members of the Co-operative Societies and Labour Organisations and to the Press throughout the United Kingdom.

It is anticipated that by the systematic collection and dissemination of specific information upon subjects of material interest to the Industrial classes and their diffusion amongst their district officials, continuously for two years, that a beneficial impression will be created, successfully resulting in a considerable increase in the consumption of Home and Colonial Produce and Manufactures, thereby largely increasing the demand for home labour.

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*The Noblemen and Gentlemen who have expressed their sympathy and good wishes include—*

**The Late Right Hon. LORD PLAYFAIR, P.C., K.C.B.**

—“ You have my best wishes for your success.”

**Right Hon. VISCOUNT POWERSCOURT, K.P.**—“ I wish you every success in your very beneficent scheme.”

Right Hon. SIR JOHN LUBBOCK, Bart., F.R.S.—

“I have read the papers with interest. There can be no doubt that some better organisation is urgently needed.”

THE COUNTESS OF ABERDEEN.—“Allow me to acknowledge with many thanks articles of yours on the subject of the Egg Trade in Ireland. There can be no doubt of the great possibilities before Ireland in connection with this industry.”

SIR ARTHUR HODGSON, K.C.M.G.—“If I can in any way help you it will give me pleasure.”

Right Hon. JESSE COLLINS, M.P.—“I am much interested in the objects you have in view.”

GEORGE DIXON, Esq., M.P.—“There is a great deal to be done in the direction you indicate.”

The Late SIR SAMUEL WILSON.—“There is much in your scheme that if thoroughly carried out in practice would be of great benefit to both the agricultural and the labouring classes. I shall be glad to see it taken up and carried out.”

T. N. ARCHIBALD GROVE, Esq., M.P.—“Any such work as you are promoting has, in principle, my warmest sympathy.”

J. ROUND, Esq., Q.C., M.P.—“I heartily wish your movement every success, and if you have a list of patrons or sympathisers, I will gladly give my name as such.”

**JOSEPH HOWARD, Esq., M.P.**—"I fully recognise the importance of the project you have in hand, and agree in the necessity for the practical co-operation of the producer and consumer."

**CLARE SEWELL READ, Esq.**—"Your scheme ought to prove a grand success, and a great boon to the farming interest. It is one of those subjects to which the producer could take no exception, and if well managed would certainly attract a large body of consumers to their great benefit."

**F. D. MOCATTA, Esq.**—"There is a tendency to sever the consideration of agriculture from that of industrial labour, whereas they seem to me to be parts of the same body, and inseparable from each other. I truly wish you all success in a measure which appears so likely to benefit the agricultural interest and absorb a certain amount of waste labour."

Col. Sir HOWARD VINCENT, C.B., M.P.

The late Sir B. W. RICHARDSON, M.D., F.R.S.

And many others.





Appendix showing the system for the direct Sale of Meat by Farmers.

#### CENTRAL ESSEX MEAT BRANCH.

An Industrial Society registered under the "Industrial and Provident Societies Acts," and working in conjunction with "The Agricultural Organising Agency, Limited," to unite Retail Butchers, Grocers and other Traders with British and Irish Farmers for the effective sale of Prime Meats from healthy Home Bred and Fed Animals, in competition with the innutritious Meats from the inferior Foreign Animals that the Consumers of London are at present largely supplied with.

The object of this Branch of the Society is to improve the sale of Local Grown Produce by the combination of the commercial intelligence obtainable in London with the practical Agricultural experience available in the district, and thus bring the Farmers of Central Essex and their products into direct contact with the retail Traders and Consumers of London and other centres of consumption, whereby the numerous wastes, expenses and profits incidental to the existing disorganised system of realising Home-grown Farm Products will be avoided.

To attain its objects the Society will conduct the Commercial, Financial, Mechanical and

Clerical operations incidental to the sale of produce and the preparation of the boiling portions of the Carcasses by means of an effectively organised staff of skilled experts, provided with the requisite machinery and appliances, at its central establishment in London, and thus enable beneficial results to be secured by Producers at a nominal cost.

At the same time the collection of produce, its preparation for disposal, packing for transport and transfer to rail for direct delivery to the purchaser, will be carried out by the practical experience and labour locally available, which will work under the direction of the local Committee upon a clearly defined, simple, but effectively organised system.

The advantages accruing from such an organised system reach an amount that Foreign importations cannot contend against.

The Central Essex Meat Branch will be provided with a Slaughtering establishment, also lairs, stores, cold storage chambers and packing house at Kelvedon, completely fitted with the most improved appliances, and in direct communication with the Great Eastern Railway.

By the aid of this establishment the Live Stock owners of the districts surrounding Witham, Chelmsford, Braintree, Halstead, Col-

chester, Maldon and other places within twelve miles of Kelvedon, can send in their animals for slaughter and sale of the meat direct to the retail butchers and stores of London, and the Seaside towns of the Eastern Counties.

By the Rules of the Society the profits are distributed quarterly as under :

Firstly, to the payment of interest at the rate of 5 per cent. per annum to Share Capital and Deposits.

The remainder being apportioned as follows :

1. One-fourth to the Organising and Managing Council.
2. One-fourth as bonus to Shares until each £1 Share stands credited in the Society's books as £2 paid, upon which 5 per cent. interest will be payable :
3. One-fourth to the Society's clients in proportion to the Sales of Produce made on their account.
4. One-fourth to a Reserve Fund to ensure the regular payment of the dividend upon the Share Capital, thereby making the Society's Shares a permanent 10 per cent. investment.

Applications for Membership to be forwarded to the Office, 20, Great St. Helen's, London, E.C.

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Direct Communication between  
Farmers & Consumers.

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PRIME HEALTHY MEATS  
FROM ESSEX FARMERS  
CHEAPER THAN FOREIGN.

PRIME HEALTHY MEATS  
FROM SUFFOLK FARMERS  
CHEAPER THAN FOREIGN.

PRIME HEALTHY MEATS  
FROM CAMBRIDGE FARMERS  
CHEAPER THAN FOREIGN.

PRIME HEALTHY MEATS  
FROM LANCASHIRE FARMERS  
CHEAPER THAN FOREIGN.

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*Prime Meat. Healthy Meat. Choice Meat.*

Forwarded by Farmers direct to Buyer's Residence,  
Carriage Paid.

# PRIME HOME-GROWN MEAT.

From Animals Bred in Ireland

AND

Fattened in Suffolk, Essex and Cambridge.

---

THE MEAT SUPPLIED THROUGH THIS AGENCY IS FROM PRIME STALL-FED HOME-BRED ANIMALS SLAUGHTERED WHILE IN THEIR BEST CONDITION.

---

**The Society supplies Prime Home-Grown Meat at the same prices as charged at the Stores for Foreign Meat from the Inferior Animals slaughtered at Deptford and Birkenhead while fevered and heated by travelling.**

---

*Meats are sent, carriage paid, direct from the Essex, Suffolk, and Barrow-in-Furness Abattoirs to the Butcher's shop or stores or to their Customers' residences as they may order.*

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Orders with remittances to be sent to the Central Office, 20, Great St. Helen's, London, E.C.

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## OPINIONS OF THE PRESS.

MORNING POST, *July 23rd, 1889.*—“An exhaustive work on a subject of vital importance to the country. It is full of practical suggestions for the correction of numerous anomalies which he points out as existing in the matter and the manner of our food supplies.”

SANITARY RECORD.—“We have seldom perused a more interesting and instructive volume. We defy anyone to read it without gaining information. In almost every portion the reader feels that he is being taught by one who has studied his subject carefully, knows what he is writing about, and knows there is no wrong without a remedy.”

DAILY TELEGRAPH, *July 10th, 1889.*—“A book which gives comprehensive treatment on preventable wastes.”

DAILY CHRONICLE, *July 13th, 1889.*—“In this comprehensive volume of 570 pages will be found all that can be said of the anomalies of our clumsy system of marketing.”

MORNING ADVERTISER, *September 27th, 1889.*—“Shows a complete mastery of the numerous details of which it consists.”

THE ECHO, *July 6th, 1889.*—"A bulky volume; finds the remedy in the realization of produce."

SATURDAY REVIEW, *July 27th, 1889.*—"Contains a great deal that is good."

GRAPHIC, *September 28th, 1889.*—"Is enough to make farmers and working men look around them. Every Farmer's Club and every Working Man's Union ought to talk the plan over, while every housewife may learn much."

BULLIONIST, *July 20th, 1889.*—"This is a work of immense practical value, arranged with remarkable ability and completeness. A book for all sections of politicians, and yet it has no politics. We have seldom met with a volume so fraught with substantial benefit to the nation."

THE STATIST, *July 27th, 1889.*—"A large, well-printed volume, interesting alike to farmers, to family men, and to cooks. The Irish question is certainly one of the prominent features of the work, which is amplified with maps and illustrations. The volume has a copious list of contents, every page headed, and a complete index which renders it a valuable book of reference."

MONEY, *October 5th, 1889.*—"The facts and figures compiled by the author convey many impressions of an astonishing character, which cannot be too widely disseminated to both consumers and producers alike, such a work is unquestionably of very great value and importance."

NEWS OF THE WORLD, *July 21st, 1889.*—"The subject which Mr. Tallerman treats upon in this comprehensive volume has never been discussed with so much clearness as well as earnestness of spirit. A more valuable work than this might scarcely be imagined."

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SHOREDITCH CITIZEN, *July 20th, 1889.*—"Mr. Tallerman speaks as one having authority, and in this admirable work of 570 pages he cleverly arrays in support of his views so many facts and features that the most slow assenting has not a scruple left. We cordially commend this volume to the careful and conscientious study of all who desire to see the revenues of the country utilised for the country's benefit."

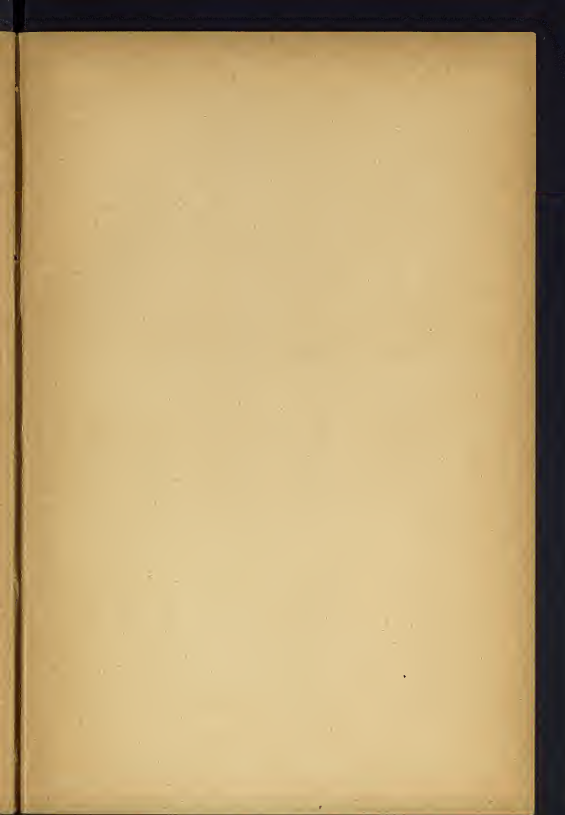
SOUTH LONDON PRESS, *August 10th, 1889.*—"There is scarcely a point of view from which Mr. Tallerman does not seek to encourage home producers to perform their duty to themselves and their country. We advise all who are interested in this most important subject to read it and study its contents with all the care they deserve."

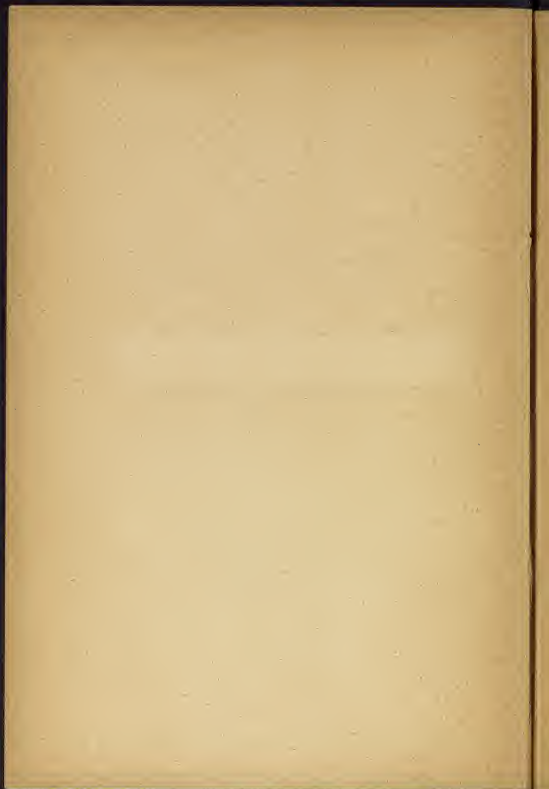
- FINANCIAL CRITIC, *August 17th, 1889.*—"An exhaustive work unique in its completeness."
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- NORTH BRITISH DAILY MAIL, *July 4th, 1889.*—"Comments very strongly upon a number of anomalies connected with the Meat Market in London, and with other matters relating to the treatment and disposal of British Farm produce."
- MANCHESTER EXAMINER, *July 6th, 1889.*—"Few will rise from a perusal of the book without coming to the conclusion that the author is right on most points, and that his work is calculated to do good."



- MANCHESTER GUARDIAN, *August 6th*, 1889.—“Affords abundance of information and many practical suggestions, all short and terse, dealing with almost every branch of agriculture. Its object is one of the very best, and will convey wholesome information to the farmer, the butcher, the provision merchant and especially to the Member of Parliament interested in the prosperity of British Agriculture.”
- IRISH TIMES, *July 26th*, 1889.—“There is a great deal that is suggestive and valuable in this work. It is a work which should be read by Irish farmers.”
- THE FARMER'S GAZETTE, *September 14th*, 1889.—“An immense deal of time and thought have been devoted to a subject that deeply concerns all classes of the community.”
- IRISH FARMING WORLD, *July 6th*, 1889.—“Well worthy of consideration.”
- BIRMINGHAM GAZETTE, *July 4th*, 1889.—“The utter want of consideration which British farmers have for their own interests is strikingly exhibited.”
- WORCESTER HERALD, *July 13th*, 1889.—“Deals so effectively with the main difficulty.”
- BRISTOL MERCURY, *July 11th*, 1889.—“Appears to hit the right nail on the head so thoroughly in regard to overcoming difficulties.”
- THE SHEFFIELD INDEPENDENT, *September 19th*, 1889.—“We commend the book, with its practical details, to the very careful consideration of all who have been to prove helplessly to bewail the decadence of British agriculture.”
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- FINANCIAL POST, *August 24th*, 1889.—“Interesting and useful to every one connected with agricultural products.”
- KENTISH OBSERVER, *August 15th*, 1889.—“Deserves to be widely read.”
- WOMEN'S PENNY PAPER, *August 31st*, 1889.—“Goes into the whole subject at length.”

- LIVERPOOL DAILY POST, *September 4th*, 1889.—“Will abundantly repay careful perusal.”
- CHRISTIAN WORLD, *August 29th*, 1889.—“Supplies matter for the most serious and unprejudiced consideration.”
- FINANCIAL WORLD, *August 17th*, 1889.—“May be studied with advantage.”
- ENGLAND, *August 17th*, 1889.—A **bulky volume**, which people interested in the development of agriculture will read with great interest.”
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- CITY PRESS, *August 10th*, 1889.—“Deals very exhaustively with one of the most important questions of the day. Is likely to throw a great deal of light on the matter of home produce in all its details and varied workings.”
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- DAILY TELEGRAPH, *December 28th*, 1892.—“Well worth reading.”
- REYNOLDS, *January 15th*, 1893.—“A very valuable work, especially to farmers and others engaged in the tillage of the land.”
- SOUTH LONDON PRESS, *February 4th*, 1893.—“Is exhaustive, practical and interesting.”
- PEOPLE, *December 11th*, 1892.—“A work of considerable economic ability and interest.”
- WEEKLY TIMES AND ECHO, *December 11th*, 1892.—“We commend the book to the careful consideration of all concerned.”
- SURVEYOR, *December 29th*, 1892.—“Aims at finding material relief in a direction which is less controversial than most of the proposals put forward.”
- CHRISTIAN WORLD, *April 27th*, 1893.—“A mass of detail sufficient to convince the most sceptical, and to lighten the hearts of the most despondent of British Agriculturists.”





## APPENDIX

*Showing the System by which British Farmers  
will be supplied with Irish Cattle to feed,  
without being required to provide  
cash to purchase them.*

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**TALLERMAN, Limited.**

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**IMPORTANT TO FARMERS, LANDOWNERS  
AND CLERGYMEN.**

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The Directors invite attention to this Corporation's movement for rendering Farmers real practical help upon sound commercial principles.

Although there are Breeding and Feeding Districts in the United Kingdom, the supply of fat Animals from them varies with the seasons, but in America, Austria, Hungary and Denmark the fattening of Cattle for the Butcher is conducted all the year round upon a mutual arrangement between Farmers and Cattle Owners,

whereby the Animals attain a uniformly prime condition and furnish a regular supply of meat.

The Corporation proposes to carry out a similar system, which should prove advantageous to British Farmers, who will be able to have their farms well stocked without having to provide capital. The arrangements contemplated include the importation of 1,500 Beasts weekly from Ireland in large Ocean steamships, properly fitted for carrying cattle in good condition.

The animals will be landed at the Millwall, Southampton or Barrow-in-Furness Docks, a portion of each being available as receiving and distributing depots. The Cattle will be supplied to Farmers in Essex, Suffolk, Cambridgeshire, Hampshire, Dorsetshire, Lancashire and the Lake District to be fed for about three months, and then sent to the Corporation's Abattoir, at the respective depots, for Slaughter and Sale.

The practice will be to weigh the Animals alive when sent to the Farm, where, after being tied up and stall-fed for about three months, they will be again weighed, and the Farmer be paid for the increased weight of the Animal at an agreed price per pound, and a portion of the price realised for the carcass and offal; or Farmers may purchase the beasts at fixed prices,

the payment being deferred until the animals are finished, slaughtered, and the meat sold.

By the proposed course Breeders and Feeders derive *additional* benefits, as the Farmer obtains manure for the land, the value of which (according to the researches of American Scientific Authorities) may be made of the value of £6 10s. per annum for each beast, while the owner of the animal has a poorly fattened beast, whose carcass weighing about 600 lbs. would be of the value of 5d. per lb., converted into a finished beast to yield a carcass dressing to 700 lbs. of the value of 6d. per lb., thereby benefiting to the extent of 600 pence the increased value of the animal.

Home Farmers being in proximity to centres of consumption, must derive greater profits from "Barn Feeding" than Foreign Farmers who are without the advantage of being in the midst of Consumers.

By the operations of the Corporation, Irish Breeders and British Feeders will occupy an impregnable position that Foreign Farmers cannot successfully compete with, because after they have provided good well-finished animals in prime condition, this Corporation will undertake their realisation upon an improved system, by which higher prices are obtained for all parts of

the carcass and the offal, while the wastes and deteriorations incidental to the present disorganised practice of marketing being avoided, each well fattened beast will realise at least £3 more than if disposed of in the ordinary manner.

Numbers of Farmers either cannot buy live stock to feed, or are discouraged from doing so by the low prices of fat animals, but by the adoption of this Corporation's system of stall feeding, a remedy will be found for the depression that exists in Agriculture, as the Corporation will supply Farmers within 16 miles of its Abattoirs with all the animals that they will undertake to regularly feed ; therefore, where a Farmer can tie up, and throughout the year feed 100 beasts in his Barns, the large amount of £650 will be added to the revenue of the Farm by the Manure, while the Farmer will also be paid for the food the animals consume.

The Corporation will carry out its system in any district where a sufficient number of animals can be stall-fed, grazed and properly cared for.

The Corporation's operations reverse the existing course of procedure in a most striking manner, as they substantially take the Slaughter House to the Animals, and the Market to the Farmers.



The development of the Corporation's system must create a remarkable change in any agricultural district, as for each beast required for the daily supply of the retail butchers, at least 80 animals must be tied up, and that number entirely renewed four times during the year, making a total of about 320 beasts annually for each one required daily.

To slaughter 100 beasts per day is but a moderate trade for a wholesale Carcass Butcher, and the Corporation will limit its operations in each district to that number, but even so small a daily sale necessitates 8,000 animals to be kept continually tied up, and the withdrawals from them to be regularly replaced, thereby involving the introduction of 32,000 animals into the district during the year.

The Corporation's arrangements will readily permit of the meat and bye-products from 100 beasts being disposed of daily, and applications are now invited from farmers and landowners, within 16 miles of each abattoir, who are prepared to receive animals to be fed upon the stated terms and conditions.

The Directors respectfully call the attention of landowners to the importance that the successful establishment of the Corporation's system will have upon their personal interests; the intro-

duction of 8,000 beasts to be continually fed, within an area of 16 miles from an abattoir, must prove beneficial to the Estates it contains, as the manure yielded by the animals, if properly cared for, possesses the value of £50,000 per annum ; while by the Corporation's system of realisation at least £3 additional will be received for each beast, being £96,000 on the 32,000 animals dealt with during the year. At the same time, the slaughter of 100 beasts daily in any district will furnish raw materials to encourage the establishment of local industries, and create employment for local labour. .

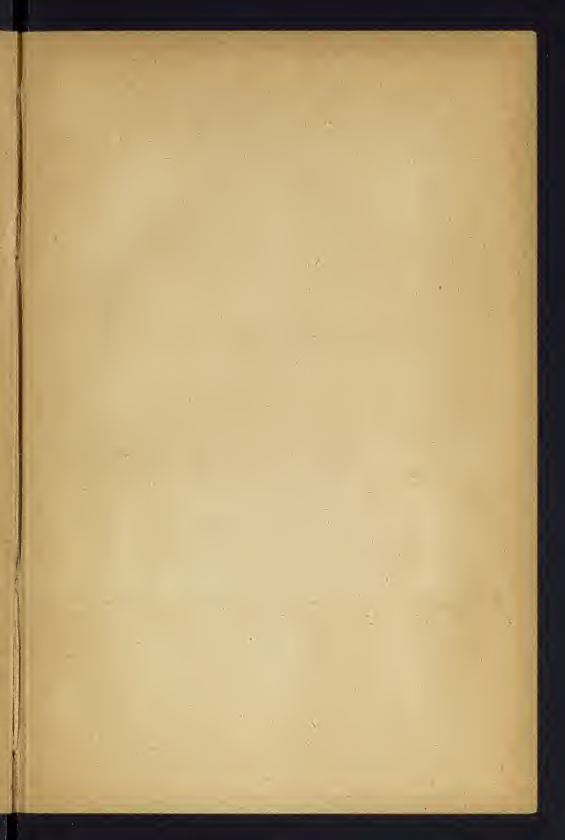
The Directors invite correspondence upon this important movement from all who take an interest in the development of our Home resources.

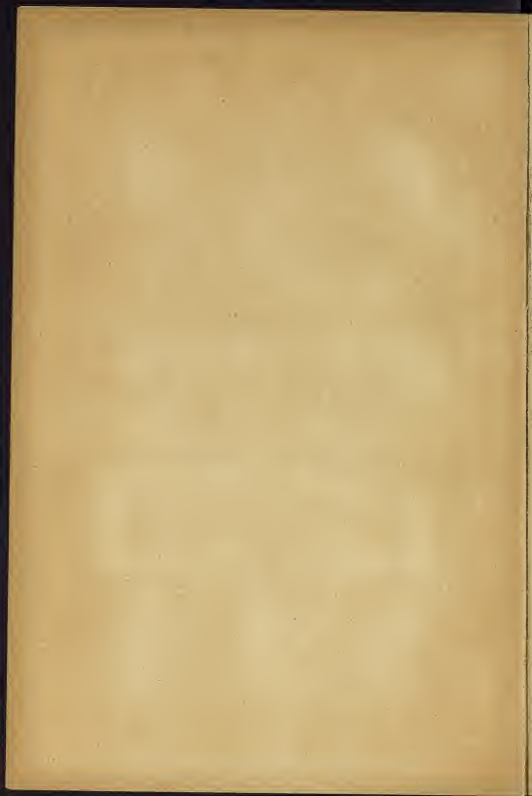
TALLERMAN, LIMITED,

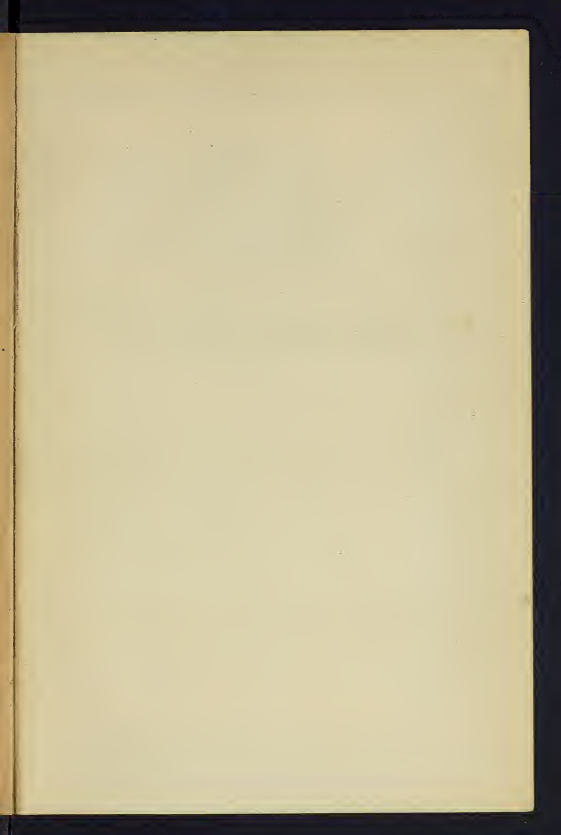
23, Billiter Street,

London, E.C.











## "FARM PRODUCE REALIZATION."

Sir Henry Ponsonby is commanded by  
The Queen to thank Mr. D. Tallerman for  
sending the copy of his book "Farm Produce  
Realization," which he forwarded for Her  
Majesty's acceptance on the 20th inst.

Privy Purse Office,

Buckingham Palace, S.W.

22nd February, 1893.



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## "FARM PRODUCE REALIZATION."

Marlborough House.

Sir,

I have  
of Wales  
His Royal  
copy of  
Realization  
as to the

D. Tall  
15,



THE HISTORY OF THE  
CITY OF BOSTON  
FROM 1630 TO 1800  
BY  
JOHN H. COOPER  
AND  
JOHN W. COOPER

1796  
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